

Stealth Marketing

Steven R. Van Hook, PhD

Undercover Masquerades for
Manufactured Buzz

P5 Glove in Starbucks



Staged players
whoop it up
and invite
curious
observers to
play with hand-
activated video
game controller



- <http://www.vrealities.com/P5.html>

Sony Ericsson Camera Phone



Fake 'tourists' ask people in Times Square to take their photo with a new camera phone



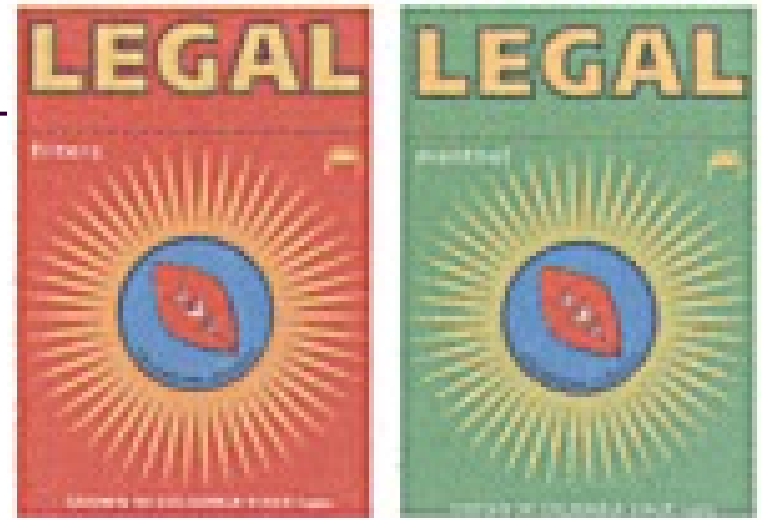
infosyncworld.com

Turi Vodka Parties



- Special invitation bar parties secretly serve only new vodka to unaware revelers

Freedom Tobacco



Staged smoker with full open pack of cigarettes on a bar attracts 'bums'

Cowboy Bebop



- Rewarded posters flood Internet chat rooms and message boards with rave reviews for the movie



Cell Phone Popcorn - French

YouTube
fake clip –
stealthily
promoting
Cardo
Bluetooth
Headsets



Hoax Article: <http://www.snopes.com/science/cookegg.asp>

Cell Phone Popcorn - Japanese

YouTube
fake clip –
stealthily
promoting
Cardo
Bluetooth
Headsets



Hoax Article: <http://www.snopes.com/science/cookegg.asp>

Cell Phone Popcorn - English

YouTube
fake clip –
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Hoax Article: <http://www.snopes.com/science/cookegg.asp>

Commentary

- “Conventional advertising is about trying to charm us ... but it’s not usually about trying to trick us and it’s the trickery part...that makes this (stealth marketing) different.”
- “Companies who engage in this (duping) practice are courting a backlash. And that’s a very, very dangerous thing to play with.”



brooke williams

Malcom Gladwell

Social sciences author,
columnist: *The Tipping Point*,
Blink; *The New Yorker*